

University of Massachusetts Amherst
ScholarWorks@UMass Amherst

Travel and Tourism Research Association:
Advancing Tourism Research Globally

2009 ttra International Conference

Proposing a Sustainable Destination Image Marketing Framework: An Analysis of Destination Marketing Organizations in the United States

Maria Aguilar

School of Community Resources & Development, Arizona State University

Kathleen Andereck PhD

School of Community Resources & Development, Arizona State University

Deepak Chhabra

School of Community Resources & Development, Arizona State University

John Schlacter

WPCarey School of Business, Arizona State University

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Aguilar, Maria; Andereck, Kathleen PhD; Chhabra, Deepak; and Schlacter, John, "Proposing a Sustainable Destination Image Marketing Framework: An Analysis of Destination Marketing Organizations in the United States" (2016). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 5.
<https://scholarworks.umass.edu/ttra/2009/Abstracts/5>

This is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

Proposing a Sustainable Destination Image Marketing Framework: An Analysis of Destination Marketing Organizations in the United States

Maria Aguilar (Corresponding author)
Graduate Student
School of Community Resources & Development
Arizona State University
Mail Code 4020 411
N. Central Ave., Ste. 550
Phoenix, AZ 85004-0690
Phone (cell): 1 602 810 9150
Fax: 1 602 496 0953

Email: mraguila@asu.edu

Dr. Kathleen Andereck (Presenter)
School of Community Resources & Development
Arizona State University

Dr. Deepak Chhabra
School of Community Resources & Development
Arizona State University

Dr. John Schlacter
Marketing
WPCarey School of Business
Arizona State University

ABSTRACT

This paper examines sustainable tourism marketing efforts within the context of destination promotion. Mission statements, marketing plans and online advertising employed by signature website of fifty-one state tourism offices are content analyzed using a 'Sustainable Marketing' framework. The three marketing sources representing destination image marketing strategies are joined in a forward linkage fashion. Based on literature review, a list of tentative sustainable indicators is prepared. These include cultural/social, economic and ecological measures. Additionally, general/institutional indicators, not belonging to any of the aforementioned categories, are used. Selected indicators are matched with the core themes in the documents and the signature websites. Findings indicate that the state tourism offices are far from implementing sustainable messages in their promotional materials at the grass roots level. Mission Statements are mostly vague and predominant focus on sustainable development is remiss. Marketing plans receive the lowest score in terms of emphasis on sustainable development and responsible behavior. Surprisingly, most of the websites surpass the mission statements and marketing plans in their visible commitment towards promoting sustainability. However, it is observed that in several websites, sustainability indicators are not prominently placed to advocate their importance. By taking a supply-side perspective and moving beyond tourists' needs to incorporate the concept of sustainable marketing, this paper makes an important academic and practitioner contribution towards responsible development of tourism with minimum externalities.